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P. P. A. Photo.

ADMIRAL HILARY P. JONES

The uniting of our Atlantic and Pacific fleets into one force under one command, that of Admiral Hilary P. Jones, and based on Panama, is one of the most important events in Naval History. It is only comparable to the concentration in home waters of British fleets until then scattered all over the world, carried out by the late Admiral Fisher in 1909. Had the little Americans who opposed the building of the Panama Canal, and the Internationalists, Americans who wished foreign control, been able to thwart the broad vision of those Americans who, led by Theodore Roosevelt, insisted on building a canal and having it an all American one, this event which will mark the end of one and the beginning of another epoch in our history could not have taken place.

THE STORY of COLONEL MALONE

Colonel of the Royal Air Force at Twenty-seven and a member of Parliament at Twenty-eight

LIEUTENANT COLONEL L'ESTRANGE MALONE is already one of the brilliant, outstanding figures of English political life. At the very height of a distinguished military career he was selected as a candidate for Parliament and put in office by a decisive majority. Of his own free will, and without solicitation of any kind, Colonel Malone addressed the following letter to the London office of the Pelman Institute, and later gave permission for its public use:

To the Directors of the Pelman Institute:

"Dear Sirs—

"I feel I must write and give you a hearty appreciation of the results of the Pelman Course. May I first be permitted to make a few observations regarding its application to my own personal case?

"Born in 1890, my preliminary education was spread over three or four private schools, whose combined efforts just succeeded in pushing me into the Navy, in 1905, where I remained until there was a prospect of specializing. The possibilities of the air attracted me, and, after overcoming sundry difficulties, I succeeded in being selected for the 2d Naval Aviation Course at Eastchurch in September, 1911.

"The outbreak of war found me completing a period as assistant to the Director of the Air Department at the Admiralty, and on August 11 I was appointed to fit out and take command of some of the cross-Channel steamers in order to enable them to take on board seaplanes to carry out aerial work in the North Sea.

The Cuxhaven Raid

"The outstanding feature of this work was the famous raid on Cuxhaven on Christmas Day, 1914. After a varied war experience in many theaters of war, from the North Sea to Aden, sometimes experiencing success, sometimes encountering failure, my peregrinations found me once again in London in January, 1917. Then it was that, through a friend, I discovered Pelmanism.

"Luckily, just after that time, through a difference of opinion with the existing authorities, I was enabled to go for a six months' 'change of air' in H.M.S. Lion, the flagship of the Battle Cruiser Force with the Grand Fleet.

"Whilst no one will deny the difficulties and strenuous nature of naval life, compared to other forms of warfare, it certainly provides periods of comparative calm and periods when it is possible to put in good solid study, and in this respect, therefore, Pelmanism was enabled to get a good six months' footing.

"O can only judge by results. From my own experience I am quite satisfied that the work done and progress made in the last two years has amply repaid the moderate investment expended in undergoing the Pelman Course.

Elected to Parliament

"The successive stages, which were undeniably satisfactory, prove, without doubt, that there must be something in the Pelman Idea; because on December 28, 1918, less than two years later, one of its youngest students found himself in the House of Commons, with the addition of many other responsibilities and duties.

"Now, Sirs, what is it about Pelmanism that is so wonderful? There are three practical results arising from Pelmanism. There is the War Use, the Professional Use, and the Educational Use. These are the three outstanding results which people have attained through Pelmanism.

"The War use manifests itself in the results achieved by officers and men who have undertaken the Pelman Course, in the field, either by acts of gallantry, or in overcoming fear, in stimulating personal energy and courage, in enduring hardships, and thwarting apparently insurmountable difficulties with unflinching persistence and undaunted will-power.

"The Personal use manifests itself in the advanced positions obtained by Pelmanists in the vast field of 'Professionalism' throughout which the Pelman Idea has permeated. This covers the wide range from the office boy, whose ambition, goal and desire it is to become a junior clerk, up to the managing director of a great financial combine, whose ambition is to control three-quarters of the globe rather than nearly one-half.

"Then there is the Educational point of view, which means the widening and expanding of all the component parts of the human being.

Gambling With Life

"What is the practical explanation of these extraordinary results? No successful business can ever be run without a policy; no shareholder could ever be induced to risk his money in a concern without aims, without a scheme, and yet every day we find a large number of people gambling with their own lives, treating their lives in a manner in which they would never dream of handling far less important business matters, which are possibly small matters of a few pounds.

"Can anyone imagine a more anomalous policy? And what is the reason for it? It is because people have never taken the trouble to think. They have never considered the fact that a great many laws of common sense apply as much to the human being as they do to the world of business.

"No one can go through the Pelman Course without being compelled to face boldly the hard facts of this life, and to erect and at least visualize mentally the goal-posts of this short mortal life. No one can over-estimate the



GENERAL FREDERICK MAURICE

"The PELMAN System is not cram or trick, but a scientific method of training which has proved its value to the soldier in war, and it would, I am certain, be of the greatest benefit if it were adapted to Army training generally."

Major General Sir FREDERICK MAURICE,
K.C.M.G., C.B.

benefits of such a course, and if we succeed in erecting a chain of concentric goal-posts, if we can successfully formulate some of the general aims of this life, some broad purpose for existence, much good will have been done.

"That is the outstanding result of Pelmanism as I see it. No one can go through the Pelman Course without realizing the matter vividly. Some people may be against materialism, but if they are afraid to oppose materialism because they oppose bare facts, surely they are lacking in moral courage.

As Wonderful as the Wireless

"Let us just consider whether there is not a single materialistic explanation, for Pelmanism is no magic Elixir. If we take the human being and analyze it, we can divide it into three broad general divisions, which are:—

- "(1) Physical.
- "(2) Moral and Intuitive.
- "(3) Intellectual.

"These are the three predominant components of the Human Structure. Each of these compartments is developed and exploited by the Pelman Course.

"In my opinion, Pelmanism is only the most elementary lesson in a great new educational movement—a movement which will bring to our knowledge of psychological research, psychology, and the Why and Wherefore of this life, a resulting effect on civilization akin and analogous to the effect of Wireless Telegraphy upon Communication, or Air Navigation upon Transportation.

"Whatever may be your work, whatever may be your daily task, be it great or small, whatever may be your ambition, your aims, your goals, your purposes in life, nothing is more beneficial from every point of view than a clarifying of the reason for your existence, why you are here, and at least an elementary knowledge of the cogs which compositely comprise the Human Machine, and why they turn.

"This is the vista which Pelmanism opens up to you! I am, yours faithfully,

"CECIL L'ESTRANGE MALONE, M.P.

"The House of Commons, S.W."

The testimony of Colonel Malone is also the testimony of thousands of other members of England's air, land and sea forces. Major General Sir Frederick Maurice and Admiral Lord Beresford, forced to study Pelmanism because of its rapid spread in the Army and Navy, both gave the course public and unqualified endorsement.

Pelmanism is neither an experiment nor a theory. For twenty years it has been teaching people how to think, how to use fully the powers of which they are conscious: how to discover and to train the powers of which they have been unconscious. Pelmanism is merely the science of thinking; the science of putting right thought into successful action; the science of that mental team play that is the one true source of efficiency, the one master key that opens all doors to advancement.

With its record of 650,000 successes in the British Empire, this famous course in mind training has been Americanized and is now operated by Americans in America for forward-looking American men and women. Plans, methods and principles remain the same, but the foremost psychologists have adapted the lessons to bear directly upon American needs, and American instructors, carefully trained, pass upon every work sheet.

No Mental Teeth

The trouble with the majority of people to-day is that they express themselves in day dreams and not in action. When analyzed, this is seen to be a misfortune, not a fault. How can they listen when they have never been taught concentration? How can they have initiative and originality, when our educational system tries its best to turn pupils into parrots and have them all uniform in type? How can they have purpose, and hold to it, when our life ignores the fundamental truth that the human mind has got to be exercised in order to be fit and stay fit? As a matter of fact, the majority of people are doomed to day dreams because their training, or lack of it, has robbed them of their mental teeth. They can't take hold and hang on. The mind, unused to continued effort, tires quickly and jumps from one thing to another like a grasshopper.

PELMANISM does the simple, obvious thing. First of all, it teaches self-realization. Very few people really know themselves. They imagine they are that or that, and blunder through life the victims of their own ignorance. In the second place, Pelmanism trains the mind, exercising it scientifically, meeting its new strengths with new tests, until, at the end, there is perfect balance, full power, and an amazing endurance.

Life's Master Words

INIITIATIVE! Imagination! Personality! Good judgment! Originality! These are the master words of modern life, and it is precisely these qualities that Pelmanism develops, strengthens and directs. It opens your mind for inspection, letting you see wherein you are strong, wherein you are weak; and, even as it adds strength, so does it correct weakness.

There is no "magic" or "mystery" about it. It is not "learned in an evening." Brains are not evolved by miracles. Just as the arms stay weak, or grow flabby, when not used, so does an unexercised mind stay weak or grow flabby.

You can take a pill for a sluggish liver, but all the patent medicines in the world can't help a sluggish mind. Pelmanism is not a "pill" system. It proceeds upon the scientific theory that there is no law in nature that condemns the human mind to permanent limitations. It develops the mental faculties by regular exercise, just as the athlete develops his muscles. It gives the mind a gymnasium to work in; it prescribes the work scientifically and skilled educators superintend the work.

It teaches how to develop personality, how to build character, how to strengthen individuality. Instead of training memory alone or will-power alone, or reasoning power alone, it recognizes the absolute interdependence of these powers and trains them together.

It is not, however, an educational machine for grinding out standardized brains, for it realizes that there are wide differences in the minds and problems of men. It develops individual mentality to its highest power.

How to Become a Pelmanist

MAKE yourself a Pelmanist. Do for yourself what 650,000 other men and women have done—put yourself in a mental position not alone to grasp opportunity when it comes, but to make opportunity come to you.

Pelmanism is taught entirely by correspondence. There are twelve lessons—twelve "Little Gray Books." The course can be completed in three to twelve months, depending entirely upon the amount of time devoted to study. Half an hour daily will enable the student to finish in three months.

"**M**IND AND MEMORY" is the name of the booklet which describes Pelmanism down to the last detail. It is fascinating in itself with its wealth of original thought and incisive observation. It has benefits of its own that will make the reader keep it. "Mind and Memory" is free. Use the coupon to-day—NOW. This is your opportunity.

PELMAN INSTITUTE OF AMERICA

Suite 91, 2575 Broadway, New York City.

PELMAN INSTITUTE OF AMERICA,

Suite 91, 2575 Broadway, New York, N.Y.

Please send me, without obligation, your free booklet, "Mind and Memory."

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